

## WHAT IS CLAIMED IS:

1           1.   A data storage apparatus for downloading data from  
2   datacast streams transmitted by a television broadcast system to a  
3   plurality of similar data storage apparatuses, said data storage  
4   apparatus comprising:

5               a storage medium for storing selected portions of said  
6   transmitted datacast streams; and

7               a content filtering processor capable of receiving a  
8   first datacast stream transmitted by said television broadcast  
9   system and detecting therein a plurality of datacast blocks,  
10   wherein said content filtering processor compares a first content  
11   parameter associated with a first one of said datacast blocks with  
12   at least one subscriber-specific parameter associated with said  
13   data storage apparatus and wherein said content filtering  
14   processor, in response to a determination that said first content  
15   parameter matches said at least one subscriber-specific parameter,  
16   stores said first datacast block in said storage medium.

1           2.    The data storage apparatus as set forth in Claim 1  
2    wherein said first datacast block comprises a broadcast block  
3    receivable by each of said plurality of similar data storage  
4    apparatuses.

1           3.    The data storage apparatus as set forth in Claim 1  
2    wherein said first datacast block comprises a multicast block  
3    receivable by a sub-group of said plurality of similar data storage  
4    apparatuses.

1           4.    The data storage apparatus as set forth in Claim 3  
2    wherein said first content parameter comprises a multicast group  
3    identifier associated with said data storage apparatus.

1           5.    The data storage apparatus as set forth in Claim 1  
2    wherein said first datacast block comprises a unicast block  
3    receivable only by said data storage apparatus.

1           6.    The data storage apparatus as set forth in Claim 5  
2    wherein said first content parameter comprises a unique address  
3    associated with said data storage apparatus.



1           9.    A method for downloading data from datacast streams  
2 transmitted by a television broadcast system to a plurality of data  
3 storage apparatuses, the method comprising the steps of:

4                receiving a first datacast stream transmitted by the  
5 television broadcast system;

6                detecting in the first datacast stream a plurality of  
7 datacast blocks;

8                comparing a first content parameter associated with a  
9 first one of the datacast blocks with at least one subscriber-  
10 specific parameter associated with a first one of the data storage  
11 apparatuses; and

12               in response to a determination that the first content  
13 parameter matches the at least one subscriber-specific parameter,  
14 storing the first datacast block in a storage medium associated  
15 with the first data storage apparatus.

1        10. The method as set forth in Claim 9 wherein the first  
2        datacast block comprises a broadcast block receivable by each of  
3        the plurality of data storage apparatuses.

1        11. The method as set forth in Claim 9 wherein the first  
2        datacast block comprises a multicast block receivable by a sub-  
3        group of the plurality of similar data storage apparatuses.

1        12. The method as set forth in Claim 11 wherein the first  
2        content parameter comprises a multicast group identifier associated  
3        with the data storage apparatus.

1        13. The method as set forth in Claim 9 wherein the first  
2        datacast block comprises a unicast block receivable only by the  
3        data storage apparatus.

1           14. The method as set forth in Claim 13 wherein the first  
2 content parameter comprises a unique address associated with the  
3 data storage apparatus.

1           15. The method as set forth in Claim 9 wherein the first  
2 datacast stream comprises webpage data.

1           16. The method as set forth in Claim 9 wherein the first  
2 datacast stream comprises Internet protocol (IP) data packets.

1        17. A television broadcasting system capable of transmitting  
2        datacast streams to a plurality of data storage apparatuses capable  
3        of capturing data in said datacast streams, said television  
4        broadcast system comprising:

5                a data retrieval controller capable of accessing a  
6        plurality of data sources and retrieving from each of said  
7        plurality of data sources web page data associated with said each  
8        of said plurality of data sources;

9                a memory for storing said retrieved web page data in a  
10       plurality of transmission queues; and

11               a transmission controller capable of causing a first of  
12       said plurality of transmission queues to be transmitted in a  
13       broadcast transmission receivable by all of said plurality of data  
14       storage apparatuses and further capable of causing a second of said  
15       plurality of transmission queues to be transmitted in a multicast  
16       transmission, wherein selected portions of web page data in said  
17       second transmission queue are receivable by only selected subgroups  
18       of said plurality of data storage apparatuses.

1           18. The television broadcasting system as set forth in  
2 Claim 17 wherein said transmission controller is further capable of  
3 causing a third of said plurality of transmission queues to be  
4 transmitted in a unicast transmission, wherein selected portions of  
5 web page data in said third transmission queue are receivable only  
6 by individual ones of said plurality of data storage apparatuses.

1           19. The television broadcasting system as set forth in  
2 Claim 18 wherein transmission controller causes said first, second  
3 and third transmission queues to be transmitted at predetermined  
4 times of the day.

1           20. The television broadcasting system as set forth in  
2 Claim 18 wherein a first selected portion of web page data in said  
3 third transmission queue comprises a unique identifier associated  
4 with a first data storage apparatus capable of receiving said first  
5 selected portion of web page data in said third transmission queue.